

BASMAA/BADA Media Relations Project Progress Reports

January 1999

Note: January was the first official month of work on this contract.

O'Rorke PR (ORPR) met with the work group 1/13 and developed a draft work plan, which was sent to the work group and interested agencies. On 1/13, ORPR also presented a mock-up of the Reference Guide and a Rolodex Card to be developed for the campaign.

ORPR revised the work plan as per feedback from the work group. Work plan is scheduled to be finalized at 2/9 meeting.

ORPR developed an outline for the Reference Guide and began researching information about specific pollutants to be included in the guide.

ORPR began compiling media contact names for the Reference Guide's media contact section.

ORPR began organizing the media training by securing a few possible dates for the session and participants.

ORPR began organizing the media training by securing a few possible dates for the session and participants.

February 1999

ORPR planned, organized, and attended media training with six BASMAA/BADA participants. Activities included: interviewing each participant re: media experience, planning the day's schedule with the trainer, discussing the issues with the trainer, developing questions, forwarding information and press clippings to the trainer, and faxing logistical information to all participants. This also included finding a suitable location for the training after we were turned down by the RWQCB.

ORPR attended meetings and finalized the workplan, including changes provided by Project Manager

ORPR attended a meeting where activities to be pursued for coverage this year were discussed in detail. ORPR then created an 'Activity Grid', which was faxed out to work out members and interested agencies twice. This included making calls to various parties about recycled water projects. This also included extensive revisions.

ORPR continued working on the development the Reference Guide for the media. This included continuing online research for relevant articles and studies and creating an initial draft that was sent out to the committee for a comment.

5/21/99

TO: BASMAA and BADA Media Relations
Workgroup and Interested Agencies (via email)
IPM Committee (via email)

FROM: Julia Fishman

RE: IPM Media Pitch Status Report

PAGES: 3

Although things are beginning to wind down, here's the latest.

Also, at the last BASMAA/BADA media relations workgroup meeting, it was agreed we would draft another round of PSAs to be faxed out next month. We'll keep you posted on that as well.

Coverage/Pending Coverage/This Week's Highlights
Television

KRON-TV: Contact 4 Consumer Unit producer is still interested in doing a story. After numerous discussions about her schedule, we have agreed to follow-up with her next week to arrange a day and time to shoot the story.

Print

Alameda Newspaper Group: The mention in the EcoNews column did give the BAYWISE number, which was great. However, the mention made it sound as if we were giving away booklets instead of this being an in-store campaign. Earlier this week, we faxed the writer a letter from Geoff Brosseau and Don Birrer (on BASMAA/BADA letterhead), thanking him for the mention but clarifying the issue and asking for another mention. We'll keep you posted.

Vacaville Reporter: Planned to run a mention in the "In Brief" portion of the home and garden section. Has anyone seen this? Please let me know.

Marin Independent Journal: Still waiting to find out which business reporter has been assigned to the story. We're also following up with a reporter who recently did a story on creek pollution. Will keep you posted.

Vallejo Times Herald: Business reporter was very interested but was disappointed that no stores in Vallejo were participating. although she was all set to do a story two weeks ago, she has since officially declined.

IPM Regional Media Pitch
Press Placements & PSA Report
Date: May 21, 1999

Television

KTVU-TV Consumer editor Tom Vacar did an extensive story on location at the Ace Garden Center in Oakland. Bart Brandenburg and the store owner were interviewed. (ORPR has tape.)

Print

Palo Alto Daily News Story ran in home/garden section 4/21. (ORPR has clipping.)

Vacaville Reporter Will run a brief on the campaign, including the toll-free number, in the home and garden section in the next two weeks.

Alameda Newspaper Grp. Environmental reporter Dennis Oliver reported on the campaign in his EcoNews column on 5/10. (Note: ANG is five papers: Oakland Tribune, Fremont Argus, Daily Review [Hayward], Tri-Valley Herald, and the San Mateo Times.

Radio

KOHL-FM Bart Brandenburg interviewed; story aired 4/18. (ORPR has tape.)

KKSF-FM Bart Brandenburg interviewed; story aired 4/25. (ORPR has tape.)

KALX-FM Five minute segment ran on the evening news, 4/15.

KPOO-FM Bart Brandenburg interviewed live 5/1.

KATD-AM Tim Tullis interviewed live 5/4.

Public Service Announcements

KABL-AM	KOHL-FM
KCBS-AM	KPOO-FM
KDFC-FM	KRCB-FM
K101-FM	KZQZ-FM
KISS-FM	

IPM Regional Media Pitch
Press Placements & PSA Report
Date: May 28, 1999

Television
KTVU-TV

Consumer editor Tom Vacar did an extensive story on location at the Ace Garden Center in Oakland. Bart Brandenburg and the store owner were interviewed. Story aired 4/28. (ORPR has tape.)

Tom Vacar did story on diazinon and organic farming and re-ran clips from the April story. The BAYWISE number was given again. Story aired 5/24. (ORPR has tape.)

Print
Palo Alto Daily News

Story ran in home/garden section 4/21. (ORPR has clipping.)

Vacaville Reporter

Will run a brief on the campaign, including the toll-free number, in the home and garden section in the next two weeks.

Alameda Newspaper Grp.

Environmental reporter Dennis Oliver reported on the campaign in his EcoNews column on 5/10. (Note: ANG is five papers: Oakland Tribune, Fremont Argus, Daily Review [Hayward], Tri-Valley Herald, and the San Mateo Times.)

Radio
KOHL-FM

Bart Brandenburg interviewed; story aired 4/18. (ORPR has tape.)

KKSF-FM

Bart Brandenburg interviewed; story aired 4/25. (ORPR has tape.)

KALX-FM

Five minute segment ran on the evening news, 4/15.

KPOO-FM

Bart Brandenburg interviewed live 5/1.

KATD-AM

Tim Tullis interviewed live 5/4.

Public Service Announcements

KABL-AM

KCBS-AM

KDFC-FM

K101-FM

KISS-FM

KOHL-FM

KPOO-FM

KRCB-FM

KZQZ-FM

6/2/99

TO: BASMAA and BADA Media Relations
Workgroup and Interested Agencies (via email)
IPM Committee (via email)

FROM: Julia Fishman

RE: IPM Media Pitch Status Report

PAGES: 3

Coverage / Pending Coverage / This Week's Highlights

Television

KTVU-TV: On 5/24, the station ran a story during the 10 O'clock News about diazinon and reused interview clips from the IPM story that ran 4/28. They also re-ran the BAYWISE number. This is excellent "bonus" coverage for the project, as stations rarely, if ever, reuse footage like that.

KRON-TV: We have followed up with the consumer unit producer, but haven't gotten her to commit to a shoot date yet. We will still pursue this.

Print

Vacaville Reporter: They still say they're planning to run a mention in the "In Brief" portion of the home and garden section. Has anyone seen this? Please let me know.

Marin Independent Journal: Reporter Lizette Wilson is interested in pursuing a story on the program. I spoke to her today and she will call Gina Purin and Bart Brandenburg this week.

BASMAA/BADA Media Relations Project Progress Reports

June 1999

Reference Guide

This month, ORPR continued with Reference Guide follow-up calls and mailing additional Guides to media, as requested. This follow-up resulted in a briefing session with KTVU-TV, which is the scheduled for late July / early August. Sharon Gosselin and Jim Scanlin will attend.

Also, this month, KIQI-AM, a Spanish language news station has requested an interview for August 5 about general pollution prevention issues. Roseanna Lacarra from the Sunnyvale wastewater treatment plant will be the interviewee.

IPM Media Pitch

This month, the second round of PSAs (revised based on comments from the work group and interested agencies) were sent out by ORPR. These PSAs were sent out to all Bay Area radio stations with excellent results. More than fifteen station have run the PSAs.

Creek Cleanups

ORPR drafted general PSAs on creek clean-ups and illegal dumping based on direction received from the Project Manager. Later, the Project Manager and work group decided to wait to link up PSA efforts to happenings around September's Coastal Clean-up Day, so the PSAs were not sent out.

Auto Emissions

ORPR conducted a Spare the Air tie-in media pitch on June 15, which was very well received, particularly by radio. ORPR scheduled interviews and made extensive media calls. ORPR worked with designated spokesperson Geoff Brosseau on talking points and coordinated flight pattern with Aerial Services (company flies banners).